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VIGNETTES

ISSN: 1055-2847

The Agricultural Trade and Marketing Information Center Newsletter

No. 31, February 1998 (Issued Quarterly)

The Trade and Investment Program and Agribusiness Promotion Activities of the Food Industries Division, International Cooperation and Development, Foreign Agricultural Service, U.S. Department of Agriculture

By Ellen McCloskey

A unit within the Foreign Agricultural Service (FAS) International Cooperation and Development (ICD), the Food Industries Division's Trade and Investment Program (TIP) promotes the development of global agribusiness and supports U.S. agribusiness interests at the same time. How do they do it?

TIP facilitates business contacts among U.S. and foreign food and fiber industry representatives by arranging overseas seminars and workshops, hosting U.S. study visits for foreign agricultural industry representatives and regulators, conducting food and fiber market studies and organizing U.S. agribusiness opportunity missions to emerging markets.

TIP staff also actively collaborate with FAS' Trade Show Branch at select U.S. trade shows to promote overseas opportunities for U.S. agribusinesses. In FY 1998 overseas seminars have been carried out or planned which will teach Vietnamese, Jamaican and Dominican Republic buyers about marketing, handling and financing sales and infrastructure of U.S. fresh produce and other perishable and high-value food products.

Often U.S. commodities have unique characteristics and qualities which the potential buyer might not fully appreciate. In collaboration with the American Embassy in Guatemala and the Lubbock, Texas Cotton School, several Central American cotton buyers are being trained in cotton grading and cotton quality assurance. TIP will continue to promote U.S. cotton through this program and in collaboration with FAS's Emerging Markets program.

As many market barriers come down, potential markets for high-value and value-added food products of the United States are identified. However, foreign importers may not know how to access U.S. supplies or how to handle the products. With historically limited buying power, the developing and middle income countries also have a very limited idea of the products available. TIP provides a service by facilitating participation in appropriate U.S. trade shows and seminars, and by conducting field tours to visit potential U.S. suppliers. Tours demonstrate how the regulatory system interfaces with and supports trade. After years of facilitation of the Caribbean Basin Initiative, the primary participants have been Central American and Caribbean buyers.

It was noted during the most recent Product Marketing Association Meeting in Anaheim, California, that several previously Emerging Markets Office (EMO) funded and TIP supported buyers are returning year after year to maintain their supplier contacts. Warehouse space and distribution centers have grown tremendously in Central America. A Nicaraguan onion grower and importer had increased his U.S. onion imports from one container to ten in a period of one year. Following a week of activities including the Food Marketing Institute annual trade show/convention in Chicago and three days visiting a variety of suppliers in the Miami area, a group of Central American importers realized they could increase their buying power by consolidating orders and sharing containers.

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The Trade and Investment Program has participated in both multilateral and bilateral activities of the Department of Agriculture. These include the Caribbean Basin Initiative; the Agricultural Committee of the Gore and Mbeki U.S.-South Africa Bi-National Commission, working group on marketing and regulatory matters; and the Venezuela - U.S. Agricultural Commission. TIP provides the Executive Secretariat staff for the U.S. Venezuela Commission. Under the Commission, U.S. land-grant university experts help train Venezuelan extension agents to promote more global market-oriented agriculture. USDA experts advise Venezuela's Ministry of Agriculture on how to improve its agroeconomic statistical and information system and animal and plant quarantine system to be more compatible with U.S. standards.

The agricultural activities under the Caribbean Basin Initiative were largely focused on diversifying the production and marketing of perishable non-traditional products to complement U.S. production in the off-season. Since 1984, the implementation date of the Caribbean Basin Economic Recovery Act, the region has experienced a sustained and steadily increasing market for both traditional and non-traditional products, and the United States has experienced parallel growth in the export of horticultural items. In 1996, the Dominican Republic was among the top five growth markets in the world for U.S. horticultural products.

Many people do not think of building products as commodities of USDA. However, trade in lumber and other plant-based building materials is a major commodity group for USDA. Recent and ongoing activities in this area

include providing experts to evaluate potential for increasing U.S. wood-product exports for home building in Poland, Hungary, and the Philippines. Follow-up U.S. wood products industry trade missions are also planned.

In 1997, a U.S. firm and a Hungarian development firm signed an agreement worth over \$250,000 in sales of U.S. lumber and building materials for "kit" houses. They anticipate \$1.5 million in sales in 1998. This deal was made after a Food Industries Division (FID) sponsored plant tour and the conclusion of the wood frame housing workshop held in June 1997.

The TIP-organized U.S.-Indonesia Food and Agricultural Forum enhances U.S. trade opportunities by helping develop Indonesian food safety and quality assurance laws which are compatible with U.S. regulations. It also encourages U.S. and Indonesian agricultural regulatory officials to share information, promote harmonization of food safety and animal and plant health regulations, and meet with U.S. Indonesian food industry leaders. TIP is organizing a regional workshop for USAID to promote Asian compliance with agricultural requirements of the World Trade Organization. TIP, Food and Drug Administration and the U.S. seafood industry are organizing South Asia regional seafood safety, control and basic food sanitation workshops.

In other areas, TIP is also assisting Morocco's Government upgrade technology to monitor food safety and animal and plant health. As a follow-up activity to a 1996 TIP-organized trade mission to the Adriatic ports, U.S.

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soybean and soybean product exporters and potential Croatian and Slovenian buyers met during an October 1997 seminar in Budapest.

TIP conducts most programs on a reimbursable basis. Central American, Central/Eastern European and Philippines (softwood only) activities are funded by FAS' Emerging Markets Office. Other Asian and Moroccan programs are funded by USAID. Jamaican and Dominican Republic programs are funded with P.L. - 480, Section 108-f money.

The **AGRIBUSINESS INFORMATION CENTER** within TIP continues to provide answers to U.S. agribusinesses having an interest in starting-up international operations. The Center provides advice on best sources of additional help, often helping the caller to understand the complex and inter-dependent nature of our own government agencies. Recent enquiries have been as varied as "what are the medicinal characteristics of American Elderberry versus Asian or European Elderberry," and "how do I get a permit for importing experimental plant material." To provide this service, the Center maintains a small but specialized number of periodicals, directories and country information.

The Center also provides a point of contact for its programs as well as those of the Department through exhibiting at select U.S. events. The National Agricultural Library and its Agricultural Trade and Marketing Information Center has been an invaluable resource in this endeavor.

Publications

Books/Directories/Guides

- **Japan Trade Directory, 1996-97.**
Tokyo: Japan External Trade Organization, 1996, 1606 p. Cost: \$335.00

Coverage: Features an index of products and services about 17,000 items manufactured by Japanese companies that wish to export, and about 6000 products which Japanese companies want to import; also lists service suppliers related to international business.

Order from: Business Network Corp., 245 Peachtree Center Ave., Ste. 2206, Atlanta, GA 30303. Tel: 800-884-9771 or 404-681-4279.

- **1998 Export Program Guide: A Business Guide to Federal Assistance Programs.**
Washington, DC: Trade Information Center, International Trade Administration, U.S. Department of Commerce. 1997. Free publication.

Available on Trade Information Center's home page: URL: <http://www.ita.doc.gov/tic/epindex.html>. For hard copies call Ms. Tu-Trang Phan at 202-482-0543 or e-mail: Tu-Trang_Phan@ita.doc.gov.

- **Shrinking the Globe into Your Company's Hands.** Lawrence, Sidney R. Windsor, CA: Rayve Productions, 1996, 192p. Cost: \$24.95.

Coverage: step-by-step international trade guide for small businesses.

Order from: Rayve Productions, Box 726, Windsor, CA 95492, tel: 707-838-6200; Fax: 707-838-2220; e-mail: rayvepro@aol.com.

Reports

- **AgraFood Asia.**
Monthly. Cost: \$765.00
A monthly report on agriculture, agribusiness, and the food industry in China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand, and Vietnam. Publisher: London: Agra Europe.
 - **East Europe Agriculture and Food.**
Monthly. Cost: \$870.00
A monthly report covering agriculture, agribusiness and food policy, the economy, markets, production, consumption, trade, investment, joint ventures and company news. Publisher: London: Agra Europe.
- Order from:** Agra Europe, Ltd., 25 Frant Road, Tunbridge Wells Kent TN2 5J, UK. Tel: 011 44 (0) 1892 533813; Fax: 011 44 (0) 1892 544895; e-mail: 100637.3460@compuserve.com.

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Publications, continued from page 3

- **European Economic Survey 1998.**
Full report, in English, January 1998. Cost: \$54.50.
Publisher: Brussels, Belgium: Eurochambres.
 - **European Economic Survey 1998 - European Analysis.**
In English, January 1998. Cost: \$54.50.
Publisher: Brussels, Belgium: Eurochambres.
 - **Non Tariff Barriers in Third Countries.**
In English, October 1996. Cost: \$13.60.
Publisher: Brussels, Belgium: Eurochambres.
- Order from: Eurochambres, 5 Rue Archimede, Box 4, 1000 Brussels, Belgium. Fax: 011 32 2 230 00 38. Internet: <http://www.eurochambres.be/4public/ec0040.htm>.
- **South America Report.**
Monthly. Cost \$395.00
Independent source of business intelligence.
Topics covered: economics, agribusiness, energy, technology, trade, politics, transportation, and tourism.
Publisher: Bethesda, MD: Lexner News, Inc.
- Order from: South America Report, Luxner News, Inc., 10454 Parthenon Court, Bethesda, MD 20817. Tel: 800-365-1997; Fax: 301-365-1829.
- **Valuing and Buying Farmland.**
Kastens, Terry L. And Dhuyvetter, Kevin C. Publisher: Manhattan, KS: Department of Agricultural Economics, Kansas State University. November 1997, 51p. Report No. 98-1.
- Order from: Department of Agricultural Economics, Kansas State University, Manhattan, KS 66506-4011.

U.S. Department of Agriculture (USDA)

Foreign Agricultural Service, Market Briefs

- **A Guide to German Food and Beverage Trade Publications.**
Prepared by Office of Agricultural Affairs, American Embassy, Bonn, Germany, and U.S. Agricultural Trade Office, Hamburg, Germany. December 1997, 12p.
- Available from: Office of Agricultural Affairs, American Embassy, Bonn, Germany, e-mail:

AgBonn@fas.usda.gov; Internet:
<http://www.fas.usda.gov/>

- **UK Market for Non-Alcoholic Beverages.**
Prepared by the Produce Studies Group for: Office of Agricultural Affairs, American Embassy, London. January 1997, 26p.

Available from: Office of Agricultural Affairs, American Embassy/Box 48, 24 Grosvenor Square, London W1A 1AE. Tel: 0171- 408-8040; Fax: 0171-408-8031.

U.S. Department of Commerce (USDOC)

- **Metropolitan Area Exports - Data Report 1993-1996.**
Publisher: Washington, DC: U.S. Department of Commerce. 1997.
- Order from: National Technical Information Service (NTIS), tel: 703-487-4650; Internet: <http://www.fedworld.gov/ntis/ntishome.html>.
- **National Export Strategy Report.**
Publisher: Washington, DC: U.S. Department of Commerce, Trade Promotion Coordinating Committee. 1997, Cost: \$17.00.
- Order from: U.S. Government Printing Office, tel: 202-512-1800. Publication # 003-009-00671-9.

Articles of Interest

- *"Austrian Pets Hunger for Quality U.S. Pet Foods."* Kruchay, Walter. In: *AgExporter*, IX(12):8-9, December 1997.
- *"Charting the Success of MAP-The Evolution of a Successful Program."* Marketing Operations Staff, USDA. In: *AgExporter*, IX(11):4-7, November 1997.
- *"Defining Moment: Canadian Organic Regs Are Coming."* Myles, George C. In: *AgExporter*, IX(11): 24-26, November 1997.
- *"The European Union: Mega-Market for U.S. Consumer Foods."* Higgins, Holly. In: *AgExporter*, IX (12):4-7, December 1997.

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Publications, continued from page 4

- "New Trade Era Dawns for India." Govindan, Ayyapasore. In: *AgExporter*, IX(11):20-23, November 1997.
- "South Korea, A Booming Market for U.S. Wine Exports." Shull, Phillip. In: *AgExporter*, IX(12):12-13, December 1997.
- "Spain: Where's the Seafood?" Pazos, Diego. In: *AgExporter*, X(1):4-6, January 1998.
- "Trinidad and Tobago: Island Market for U.S. Exports." Singer, Larry. In: *AgExporter*, IX(12):16-17, December 1997.
- "U.A.E. Consumers Relish Savory Snacks." Taha, Mohamed. In: *AgExporter*, IX(11):14-16, November 1997.

- "U.S. Lobster, Squid Score in Italy." Besozzi, Vanda. In: *AgExporter*, X(1):7-9, January 1998.
- "Wranglers Round Up Equine Exports." Joseph, Priscilla. In: *AgExporter*, X(1):16-17, January 1998.

The *AgExporter Magazine* is published by the Foreign Agricultural Service, U.S. Department of Agriculture, Washington, DC.

Order from: National Technical Information Service, Subscription Section, Springfield, VA 22161. Tel: 703-487-4630; TTD: 703-487-4639.

Also available from: The Superintendent of Documents, P.O. Box 371954, Pittsburgh, PA 15350-7954. Cost: \$51.00 (domestic); \$59.00 (foreign).

Items of Interest

June 1998 - Southeast Asia New Product Showcases

Sponsored by the four State Regional Trade Groups (SRTGs). The Southeast Asian New Product Showcases will be held in Singapore, Malaysia, Indonesia, Thailand and the Philippines, June 1998. The showcases will provide U.S. food and beverage companies with the market information they need to determine whether and how to approach the Southeast Asian market, and will also help them make the right contacts with qualified buyers. A special showcase in Malaysia will promote U.S. frozen and dry foods to the foodservice and baking industries. The Singapore showcase will include a special section highlighting Christmas-type foods. Companies interested in participating in these showcases should contact one of the following State Regional Trade Groups based on their geographic location:

- Eastern U.S. Agricultural and Food Export Council (EUSAFEC), Philadelphia, PA, tel: 215-829-9111.
- Mid-America International Agri-Trade Council (MIATCO), Chicago, IL, tel: 312-944-3030.
- Southern U.S. Trade Association (SUSTA), New Orleans, LA, tel: 504-568-5986.
- Western U.S. Agricultural Trade Association (WUSATA), Vancouver, WA, tel: 360-574-2627.

(Source: Greg Cohen, MIATCO, tel: 312-944-7777, ext. 212.)

Internet Access for International Business, Economics, Marketing and Trade Information

- **The Electronic Embassy**
A TeleDiplomacy, Inc. program. Includes information on all of the foreign embassies of Washington, DC. URL: <http://www.embassy.org/>
- **Essence of India**
Indian resource center on the web, contains over 20,000 links, including company directories, investment information, and listing of various non-profit foundations. URL: <http://www.cyberindian.com/india/index.htm>
- **Export Hotline**
Includes information on country market research, industry research, trade statistics, trade shows, contacts, and shipping services. Registration is required, reports can be viewed at no charge, however there is a charge for printed copies. URL: <http://www.exporthotline.com/cover.htm>
- **HKBIZ**
Lists Hong Kong business trade and tourist information resources, including monthly calendar for exhibitions, trade fairs, and conferences. URL: <http://www.hkbiz.com/>

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- **Iceland Chamber of Commerce Home Page**
Provides information on doing business with Iceland, international connections, lists other Icelandic home pages. URL: <http://www.chamber.is/ve000.htm>
- **Investment Opportunities in Argentina**
Argentina's Ministry of Economy provides this web site, in English and Spanish. Includes investment law, legal and taxation frameworks, privatization, bilateral investment treaties; also several sectoral analyses including fishing, forestry, leather, tourism, Argentine beef, honey, and environment. URL: <http://www.mecon.ar/invest/invest.htm>
- **ISMEA (Institute for Studies, Research and Information on the Agricultural Market)**
A public institute for carrying out studies, conducting research and providing information on the production and marketing of food and agricultural products. URL: <http://www.ismea.it/index.uk.html>
- **JETRO (Japan External Trade Organization) Home Page**
Contains information on exports to Japan, investing in Japan, foreign access zone, facts and figures, publications, Japanese government procurement, lessons in business Japanese, other links, APEC, and Asian Trade Promotion Forum. URL: <http://www.jetro.go.jp/top/index.html>
- **MERCOSUR**
Provides information in English, Spanish and Portuguese about Mercosur, including the historical background, trade opening program, general origin regulations, institutional structure and more. URL: <http://www.americasnet.com/mauritz/mercotur/>
- **MSU-CIBER Home Page**
Michigan State University, Center for International Business Education and Research Web site. Contains international business resources on the WWW, Journal of International Marketing, internet courses, and global interact network. URL: <http://ciber.bus.msu.edu/>
- **USDA/FAS Caribbean Basin Agricultural Trade Office.**
Offers new sources of food and beverage products, latest trends in the food industry, contacts in the U.S. food industry, information on upcoming U.S. Trade Shows. E-mail: cbato@ibm.net. URL: <http://www.cbato.fas.usda.gov>
- **U.S. International Trade Commission**
Provides information on U.S. industries and the global trends that affect them, tariff affairs and related matters (U.S. Harmonized Tariff Schedule), includes trade related sites. URL: <http://www.usitc.gov/>

Conferences/Meetings/Trade Shows

Trade Shows

International Food and Beverage Shows and Sales Missions are sponsored by the USDA's Foreign Agricultural Service. For additional information please contact: USDA Trade Show Office, Foreign Agricultural Service, AgBox 1052, Washington, DC 20250-1052. Tel: 202-690-1182; Fax: 202-690-4374; and/or the contact listed under a specific trade show. Trade Shows can also be viewed via the FAS Web Site: <http://www.fas.usda.gov/agexport/shows/tshow.html>.

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|-----------------|---|
| August 23-26 | Food and Hotel Africa'98 , Gallagher Estate, Johannesburg, Midrand, South Africa. Contact: Tobitha Jones, USDA, FAS, tel: 202-690-1182; Fax: 202-690-4374. E-mail: joneste@fas.usda.gov . |
| September 1-4 | Food & Hotel China , China International Exhibition Centre, Shanghai, China. Contact: Ellen Wong, Commerce Tours International, 870 Market St., Ste. 920, San Francisco, CA 94102. Tel: 415-433-3072; Fax: 415-433-2820. USDA, FAS contact: Teresina Leslie-Chin, tel: 202-720-9423; Fax: 202-690-4374. E-mail: leslie@fas.usda.gov . |
| September 13-16 | Fine Food'98 , Melbourne Exhibition Centre, Melbourne, Australia. Contact: Ellen Wong, Commerce Tours International, 870 Market St., Ste. 920, San Francisco, CA 94102. Tel: |

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- 415-433-3072; Fax: 415-433-2820. USDA, FAS contact: Gary Fountain, tel: 202-720-7417; Fax: 202-690-4374. E-mail: fountain@fas.usda.gov.
- September 22-26 **World Food'98**, Moscow, Russia. Contact: Jeff Malley, Comtek International. 43 Danbury Rd., Wilton, CT 06897. Tel: 203-834-1122; Fax: 203-762-0773. E-mail: comteexp@aol.com. USDA, FAS contact: Gary Fountain, tel: 202-720-7417; Fax: 202-690-4374. E-mail: fountain@fas.usda.gov.
- October 1-6 **POLAGRA 98**, Poznan International Fairgrounds, Poznan, Poland. Contact: Jolanta Ganczewska, Office of Agricultural Affairs, U.S. Embassy, Warsaw, Poland. Tel: 011-4822-621-3926; Fax: 011-4822-628-1172. E-mail: ganczewskaj@fas.usda.gov. USDA, FAS contact: Maria Nemeth-Ek, tel: 202-690-1182; Fax: 202-690-4374. E-mail: nemeth@fas.usda.gov.
- October 18-22 **SIAL'98**, Paris, France. Contact: Francois Gros, IMEX Management, Inc., 6525 Morrison Blvd., Ste.402, Charlotte, NC 28211. Tel: 704-365-0041; Fax: 704-365-8426. E-mail: sial@imexmgt.com. USDA, FAS contact: Teresina M. Leslie-Chin, tel: 202-720-9423; Fax: 202-690-4374. E-mail: leslie@fas.usda.gov.
- November 24-28 **FOODAPEST**, Fairgrounds Budapest, Hungary. Contact: Martin Szebeni, Foodapest-Hugexpo, Albertirsai ut 10. PF44, 1441 Budapest X, Hungary. Tel: 011-36-1-263-6000; Fax: 011-36-1-263-6098. E-mail: expo@hungry.net. USDA, FAS contact: Maria Nemeth-Ek, tel: 202-20-3623; Fax: 202-690-4374. E-mail: nemeth@fas.usda.gov.
- December 2-4 **Americas Food & Beverage Show & Conference**, World Trade Center, Miami, FL. Contact: Gary Fountain, tel: 202-720-7417; Fax: 202-690-4374. E-mail: fountain@fas.usda.gov.

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- January 25-27 **European Fine Food Fair'99**, Maastricht, Netherlands. Contact: Laura Scandurra, Attache, American Embassy, The Hague, Lange Voorhout 102, 2514 EJ The Hague. Tel & Fax: 011-31-70-365-7681. USDA, FAS. Contact: Valerie Brown, tel: 202-720-3425; Fax: 202-690-4374. E-mail: brownvr@fas.usda.gov.
- January 31 - February 3 **Gulf Food'99**, World Trade Center, Dubai, United Arab Emirates. Contact: Ed Porter, Director, Agricultural Trade Office, Dubai, P.O. Box 9343, Dubai, UAE. Tel: 011-971-4-314-063; Fax: 011-971-4-314-998. E-mail: atodubai@emirates.net.uae; Gary Fountain, tel: 202-720-7417; Fax: 202-690-4374. E-mail: fountain@fas.usda.gov.
- February 24-27 **Food & Hotel Indonesia'99**, Jakarta International Exhibition Center, Jakarta, Indonesia. Contact: Ellen Wong, Commerce Tours International, Inc., 870 Market St., Ste.918, San Francisco, CA 94102. Tel: 415-433-3072; Fax: 415-433-2820. USDA, FAS contact: Teresina M. Leslie-Chin, tel: 202-720-9423; Fax: 202-690-4374. E-mail: leslie@fas.usda.gov.

Other Trade Shows/Conferences/Meetings

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- April 14-17 **Hotel Asia'98**, Suntec Centre, Singapore. Contact: Ellen Wong, Commerce Tours International, Inc., 870 Market St., Ste.918, San Francisco, CA 94102. Tel: 415-433-3072; Fax: 415-433-2820.

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- April 16-17 **Southern Africa's Future Role in World Agricultural Trade**, Harare, Zimbabwe. **IPC Seminar**. Contact: Natacha Bobin, International Policy Council on Agriculture, Food and Trade, Washington, DC. Tel: 202-328- 5117; Fax: 202-328-5133.
- April 21-24 **China International Fair on Agricultural Science & Technology'98**, National Agriculture Exhibition Center, Beijing, China. Contact: Mr. Yang Hong, 11 Agricultural Exhibition Center Nanli, Beijing, China 100026. Tel: 010-6419-4401; Fax: 010-6591-8986. E-mail: ccpitssa@public3.bta.net.cn.
- September 21-24 **International Bakery, Confectionery, Snack Foods and Ice Cream Industries Show; International Food, Drink, Supermarket, Hotel and Catering Equipment and Supplies Exhibition; and International Spirits, Wine and Beers Exhibition**, China International Exhibition Center, Hong Kong, China. Contact: Ms. Alice Chen, 9/F, 23 Tiaolin Bldg., Luyadao, Wanzai, Hong Kong, China. Tel: 852-2804-1500; Fax: 852-2528-3103. E-mail: exhibit@hkesmontnet.com.hk.
- September 22-29 **International Chemical Industry Fair'98**, Beijing, China. Contact: Mr. Zheng Shijun, China International Exhibition Center, 6 Beidongsanhuan Rd., Chaoyang District, Beijing, China 100028. Tel: 010-6466-4433; Fax: 010-6467-6811. E-mail: cieca@public.cn.net.

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- August 4-7 **Global Soy Forum 1999**, Sheraton Hotel & Towers, Chicago, IL. Contact: Pradeep Khanna, tel: 217-244-7384; Fax: 217-244-1707. E-mail: gsf99@uiuc.edu; Internet: <http://www.gsf99.uiuc.edu>.

Vignettes is issued quarterly by the **Agricultural Trade and Marketing Information Center (ATMIC)** at the United States Department of Agriculture (USDA), Agricultural Research Service (ARS), National Agricultural Library (NAL). The newsletter is available free upon request from ATMIC, NAL, Rm. 304, 10301 Baltimore Ave., Beltsville, MD 20705-2351. *Vignettes* also is accessible on ATMIC's Internet home page at: <http://www.nal.usda.gov/atmic/publist.html>.

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